

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Members of the Joint Policy Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: January 11, 2008

Re: Climate Protection Grant Awards

BACKGROUND

The Air District Board of Directors approved the establishment of a \$3,000,000 climate protection incentive program to fund greenhouse gas reduction activities in the Bay Area on November 1, 2006.

After several months of interviews with a wide variety of stakeholders from local governments, non-profit organizations, small business associations and youth organizations, staff developed guidelines, goals, objectives, application procedures, eligibility requirements, and evaluation and scoring criteria for the grant program. The Air District Board of Directors approved the guidelines on September 20, 2007. A solicitation was issued for the following grant categories:

- Youth Climate Outreach
- Climate Protection Planning (to integrate climate protection into general plans, or to develop stand-alone climate action plans)
- Capacity-building (seed funding for municipal energy officers)
- Regionalizing Best Practices
- Fostering Innovation

The grant application period ran from September 21, 2007 through November 9, 2007.

RESULTS OF SOLICITATION

A total of 81 applications were received requesting \$4,759,131. Table 1 provides a summary of applications received.

**Table 1:  
Summary of Applicants**

<b>Type of Applicant</b>	<b># of Applications</b>
Local Government / Public Agency	37
Non-profit	40
K-12 School	2
Small Business	2
<b>Applications by County</b>	<b># of Applications</b>
Alameda	17
Marin	10
Sonoma	9
Contra Costa	7
San Mateo	7
Santa Clara	7
San Francisco	5
Napa	2
Solano	2
Applications serving multiple counties	15

### **Evaluation Process**

Ten District staff members participated in teams of two to score applications from the five categories. Each team scored all the applications in one category. All applications were scored against the following criteria:

- Potential for GHG Emission Reduction
- Connection with Grant Program's Objectives
- Strength and Feasibility of Approach
- Organizational Capacity
- Matching Funds
- Demonstration of Climate Achievement

### **SELECTED PROJECTS**

The response to the solicitation was significant, with applications spanning all Bay Area counties. The applications represent a wide variety of proposed activities, from general plan updates to school-based trip reduction programs, from development of municipal climate action plans to development of new standards for land use development. Below is a sample of a few projects that have been selected for funding.

### **Youth Climate Outreach**

*Breathe California - \$25,000*

Students at three Milpitas schools sharing one campus will conduct a traffic study, survey their peers, and develop a trip reduction strategy. The goal is to reduce solo driving by 33% within one year.

### **Climate Protection Planning**

*Richmond General Plan Update - \$74,987*

The City of Richmond will develop an Energy and Climate Change element for its General Plan, and will integrate climate protection throughout the relevant elements of the Plan (land use, transportation, economic development, health and public safety, building codes). The strategy includes an aggressive outreach campaign to impacted communities, including materials and public meetings in multiple languages, and a “Plan Van” bringing information about the update to neighborhoods.

### **Capacity-building**

*City of Novato (Marin County jurisdictions) - \$75,000*

All eleven cities in the county, plus the County and the Marin Municipal Water District are collaborating to establish a county-wide energy director. The new position will serve under the Marin General Services Authority, and will facilitate the implementation of energy conservation and efficiency projects in all jurisdictions of the county.

### **Regionalizing Best Practices**

*Acterra - \$60,000*

The Palo Alto-based non-profit Acterra will expand its successful Green@Home program to communities throughout the South Bay. Green@Home trains volunteers to visit their neighbors and provide home energy audits and actually install energy saving devices. The program employs social marketing strategies such as Green@Home lawn signs, neighborhood support groups and public recognition.

### **Fostering Innovation**

*Transportation and Land Use Coalition - \$75,000*

TALC will develop a "Cool Neighbors" traffic reduction certification program. Cool Neighbors will be a tiered certification system that will rate a new residential or mixed-use development based on how well it would reduce traffic compared to a typical development of similar size and work with project stakeholders to improve their performance. The program will create a common analytical tool for evaluating innovative parking and transportation demand management programs that reduce greenhouse gas emissions by reducing driving and vehicle ownership. Once established, Cool Neighbors could serve as the basis for city policy (like LEED currently is) and potentially as an implementation mechanism for AB 32 or other regional and state climate strategies.

A listing of all projects selected for funding is provided in Attachment 1.

## EMISSION REDUCTIONS

The 53 projects selected for funding will reduce greenhouse gas emissions in a variety of ways. Some projects, such as those funded under the Youth Climate Outreach, Regionalizing Best Practices and Fostering Innovation categories, will achieve direct emission reductions. Staff is confident that funding these projects will result in a minimum reduction of 350,000 tons of greenhouse gas emissions within 5 years. Projects funded under the Climate Planning and Capacity-building categories will reduce emissions indirectly, through the changes to energy consumption, land use, zoning, transportation planning and waste management that these projects will accommodate. Most of these projects will put in place mechanisms and policy infrastructure that will achieve significant emission reductions long into the future.

The response to this grant program from across the Bay Area was overwhelming, and demonstrates a great need in the region for funding to support climate protection efforts. The level of innovation and commitment shown in the applications reflects an exciting opportunity for the Bay Area to shine as the nation's leading region in climate protection. Air District staff will closely track the implementation of these projects, looking for new best practices that could inform the development of future climate protection programs.

## ATTACHMENT 1 - January 11, 2008

### Climate Grant Program Project Funding

#### Breakdown by Category

Youth Climate Outreach (Youth) 7  
 Climate Planning (CP) 20  
 Capacity-building (CB) 7  
 Regionalizing Best Practices (BP) 6  
 Fostering Innovation (FI) 13

#### Breakdown by County

Alameda 14  
 Contra Costa 5  
 Marin 7  
 Napa 1  
 San Francisco 2  
 San Mateo 8  
 Santa Clara 6  
 Solano 2  
 Sonoma 8  
 Bay Area-wide 2

	Sponsor	County	Project Description	Amount
1	Marin County	Marin	Community Choice Aggregation (CCA)	\$ 75,000
2	City of Berkeley	Alameda	Sustainable energy financing districts for solar	\$ 75,000
3	City of Hayward	Alameda	Develop climate action plan	\$ 40,000
4	City of Berkeley	Alameda	Community EMS to implement climate plan	\$ 40,000
5	City of Sebastopol	Sonoma	Replicate Solar Sebastopol for all Sonoma County	\$ 73,360
6	Alameda County	Alameda	Develop climate action plan	\$ 40,000
7	City of Santa Rosa	Sonoma	Biomass from wastewater technology	\$ 75,000
8	City of Richmond	Contra Costa	Integrate climate into general plan	\$ 74,987
9	City of Newark	Alameda	Fund Climate Protection Special Assistant	\$ 50,000
10	Sustainable Earth Initiative	San Francisco	Promote fleet management tools to private fleets	\$ 75,000
11	City of San Leandro	Alameda	Develop local climate action plan	\$ 40,000
12	Redwood City	San Mateo	Develop local climate action plan	\$ 55,000
13	City of Rohnert Park	Sonoma	Municipal Efficiency Coordinator position	\$ 75,000
14	City of San Rafael	Marin	Develop local climate action plan	\$ 25,000
15	City of Vallejo	Solano	Integrate climate into general plan	\$ 75,000
16	Sustainable Silicon Valley	San Mateo, Santa Clara	Packaging, promoting business best practices	\$ 75,000
17	City of Mountain View	Santa Clara	Integrate climate protection into general plan	\$ 45,130
18	Trans. & Land Use Coalition	Bay Area-wide	LEED-type certification for traffic reduction	\$ 75,000
19	City of Novato	Marin	County-wide energy officer circuit rider	\$ 75,000
20	Acterra	San Mateo, Santa Clara	Neighborhood-based home greening	\$ 60,000
21	Earth Team	Alameda	Cool Schools	\$ 22,496
22	Cities of Albany & Piedmont	Alameda	Develop local climate action plan for 2 cities	\$ 55,000
23	Solar Living Institute	Contra Costa	Train students to install solar PV	\$ 24,900
24	Breathe California	Santa Clara	Trip reduction outreach in 3 schools in Milpitas	\$ 25,000
25	Contra Costa County	Contra Costa	Develop climate action plan	\$ 40,000
26	Strategic Energy Innovations	Marin	Helping local governments reduce GHGs	\$ 75,000
27	Urban Releaf	Alameda	Heat island mitigation, green jobs for youth	\$ 75,000
28	City of Santa Rosa	Sonoma	Water conservation in commercial laundry facilities	\$ 43,000
29	Marin Conservation Corp	Marin	School-based "cancel-a-car"	\$ 25,000
30	SF Power	San Francisco	Community-based carbon-trading experiment	\$ 75,000
31	City of Fremont	Alameda	Integrate climate protection into general plan	\$ 70,962
32	City of Oakland	Alameda	Municipal energy action plan	\$ 40,000
33	City of Menlo Park	San Mateo	Develop local climate action plan	\$ 25,000
34	Build It Green	Bay Area-wide	Tracking system for green rated homes	\$ 75,000
35	Accountable Dev. Coalition	Sonoma	Promote green building ordinances	\$ 30,000
36	Water Planet Alliance	Marin	Technical support for Marin CCA	\$ 74,438
37	Climate Protection Campaign	Sonoma	Explore getting Sonoma to join Marin's CCA	\$ 75,000

	Sponsor	County	Project Description	Amount
38	Santa Clara County	Santa Clara	Fund Utility Prog. Manager & Climate Coordinator	\$ 75,000
39	City of Sunnyvale	Santa Clara	Fund Sustainability Officer	\$ 55,550
40	City of Benicia	Solano	Develop local climate action plan	\$ 40,000
41	City of San Carlos	San Mateo	Integrate climate into general plan	\$ 75,000
42	Sonoma County	Sonoma	Packaging, training best practices for local gov's	\$ 75,000
43	Trans.and Land Use Colaition	Alameda	Pollution Punchcard in schools for trip reduction	\$ 24,986
44	Strategic Energy Innovations	Marin	Youth-led energy audits for affordable housing	\$ 25,000
45	Sonoma Ecology Center	Sonoma	Training 6th graders to do home energy upgrades	\$ 25,000
46	City of El Cerrito	Contra Costa	Fund Municipal Energy Officer	\$ 75,000
47	Town of Hillsborough	San Mateo	Integrate climate protection into general plan	\$ 69,620
48	San Mateo County	San Mateo	Fund Municipal Energy Officer	\$ 75,000
49	City of San Mateo	San Mateo	Community Energy Ed/Outreach Officer	\$ 40,000
50	City of Lafayette	Contra Costa	Integrate climate into downtown plan	\$ 75,000
51	ICLEI	Alameda	Early action handbook for GHG reduction	\$ 52,109
52	Napa Co. Transport. Authority	Napa	"Circuit rider" for Napa cities to do climate plans	\$ 75,000
53	Eco-city Builders	Alameda	Innovative sustainable development in Oakland	\$ 73,462
TOTAL				\$ 3,000,000